



Harlequins

Founded in 1866, Harlequins is a rugby club that is recognised around the world, ranking among the best rugby clubs in this country and Europe. The Club is a founding member of the RFU and boasts more presidents than any other club and is well represented at the international level of the men's and women's game.

Success on the pitch demands even more success off it, so the Club is strengthening its Communications staff and is currently recruiting for a Communications Manager. This is an exciting role for an individual who wants the opportunity to help be at the forefront of delivering world class Media operations, driving the Club's communications PR strategy and embrace the ever-changing market to make a difference. The ideal candidate will be a creative thinker with strong communication skills, a passion for rugby and a meticulous attention to detail.

Job Title: Communications Manager
Company: Harlequin FC
Reporting to: Director of Communications

Key Accountabilities

- Delivery of the Club's Communications Strategy in conjunction with the Director of Communication across both the Playing and Commercial side of the Club providing narrative, messaging and key activity in order to grow Harlequins appeal beyond the rugby market, and ultimately the sporting industry; leading the team in identifying industry trends to maximise growth.
- Implement the wider Club Communication strategy to support revenue growth and identify opportunities to drive direct revenues from all Communication channels and partnerships.
- Manage Harlequins match day media requirements home and away and weekly pre-match media sessions.
- Management of all PR agency relationships to ensure all targets and KPI's are met and identify any required development needs of the department.
- Proactively generate and 'sell in' news and feature ideas
- Produce an annual PR Plan which grows Harlequins audiences at home and internationally through a variety of campaigns and identify potential new audiences
- Identify new Communications opportunities which seek to grow Harlequins footprint into new markets and territories.
- Provide counsel to a variety of internal stakeholders on matters impacting the Club' reputation and five-year growth strategy.
- Manage all Harlequins external and internal publications, ensuring consistency in delivery of the brand and tone of voice.
- Manage Crisis issues and reputation risk management when relevant in conjunction with the Director of Communications.
- Run media training for relevant personnel including players, coaches and staff.
- Ensure the club has access to a library of current, rights free images for promotional and information purposes.
- Manage and support delivery of all governing body/partner/sponsor-related comms requirements, such as announcements etc.
- To personally champion and drive a culture of digital and data awareness and expertise throughout the Club.





- To provide inspirational leadership to the whole of the Communications team and to act as an ambassador for, and promote the best interests of, Harlequins at all times.
- Manage key members of the Communications Department and providing mentoring to wider team members

Skills and Experience

- Clear understanding of digital landscape and keen interest in technological developments and advances in this area.
- Clear understanding of communications to drive audiences and engagement with proven tangible results.
- Clear understanding of individual channels including website, social and video and appropriate content for each channel
- Strong existing contacts with journalists.
- Data driven for audience creation
- Proven experience in managing strong, individual personalities and well-known individuals
- Proactive in order to ensure the Club remains responsive to every opportunity
- Proven success at building excellent business relationships; evidence of confident and articulate communication experience with a range of stakeholders.
- Strong networking skills and experience.
- Ability to work in a results-driven role
- Excellent negotiation skills with proven record of accomplishment of success.

Competencies

- Evidence of strong communications skills and decision-making capabilities.
- Evidence of exceptional writing skills
- Understanding of PR, Communications, and sports markets industry.
- Strong financial literacy and proven budget management experience.
- Demonstrates both creative and operational thinking and judgement.
- Acts as a role model in embodying core club values and culture.
- Resilient and ability to adapt to changing business needs.
- Possess drive, motivation and acute attention to detail in ensuring all PR and communications opportunities are captured and explored
- A knowledge of the sports marketing landscape is not essential, but preferred

Behaviours

- **Customer Focus** - Commits to meeting the expectations and requirements of internal and external customers; acts with customers in mind; values importance of providing high-quality customer service
- **Leadership** – Creates a climate in which people want to do their best; can access each person's strength and use them to get the best out of the individual. Promotes confidence and optimistic attitude through inspiring and motivating the team.
- **Interpersonal sensitivity** - Interacts with others in a sensitive and effective way. Respects and works well with others.
- **Quality orientation** - Shows awareness of goals and standards. Follows through to ensure that quality and productivity standards are met.
- **Initiative Taking** - Takes action to achieve goals beyond what is expected; drives to bring issues



to a successful closure; self-starter

Harlequins is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

Please email your CV to jobs@quins.co.uk. Only applicants to be invited for interview will be contacted.

